

DEPRESSION CHIC

ECHO

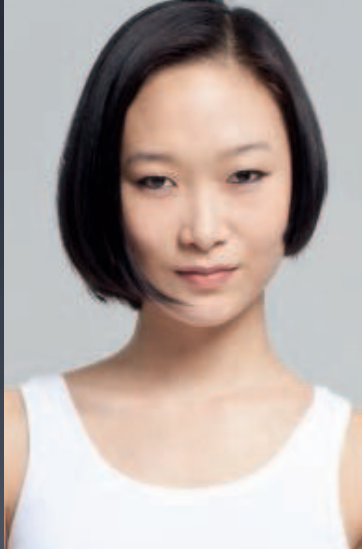
WELLA TRENDVISION 2013


WELLA
PROFESSIONALS

COLOR | CUT | STYLING

MINYOUNG

BEFORE



COLOR

A - Base - Color Touch 2/8 & 1.9%
 B - Blondor Extra Cool & 6%
 C - Blondor Extra Cool & 1.9%
 D - Blondor Extra Cool & 4%
 E - Tone with ILLUMINA COLOR 7/81 & 6%

WELLA PROFESSIONALS CARE
 Brilliance

SYSTEM PROFESSIONAL CARE
 Color Save

WELLA PROFESSIONALS STYLE
 Shape Shift

SYSTEM PROFESSIONAL STYLE
 Satin Polish



COLOR



STEP 1

Starting from the crown area, take slices in a 360° rotation around the curve of the head.



STEP 2

Using colors B, C & D, lighten the slices between 6/0 and 9/0, and then rinse and shampoo the Blondor.



STEP 3

Use color E to tone. The different depths achieved in the previous steps will give a multitone effect to the end color.

CUT



STEP 4

For the cut, start at the occipital area and section off the hair like a graduation, but cut without any over direction.



STEP 5

Move to the back of the ear and continue to cut without over direction. Then secure the top section with clips.



STEP 6

Switch from vertical to horizontal sections and use scissors over comb to create layering close to the skin.



STEP 7

Repeat the same method on the opposite side to get the same layering effect.



STEP 8

Let the top section fall down onto the side of the face. Cut the line to below the layered section to create an overhang. Repeat on the opposite side.



STEP 9

Finish the section above the occipital area by taking vertical sections and blending the layer into the section below.



STEP 10

To create the fringe, start from the center and work out towards the temple, cutting the hair against the skin.



STEP 11

Finish the haircut by adding to the fringe and creating different lengths through the front.

STYLING



STEP 12

Once dry, look for balance and movement. Then apply your chosen finishing product.

DEPRESSION CHIC

ECHO

WELLA TRENDVISION 2013




WELLA
PROFESSIONALS

COLOR | CUT | STYLING

TINE

BEFORE



COLOR

A - Blondor Extra Cool & 1.9%
B - ILLUMINA COLOR 10/1 +
9/60 & 1.9%
C - Koleston Perfect 10/8 +
0/65 & 1.9%
D - Koleston Perfect 12/1 +
12/11 & 12%

WELLA PROFESSIONALS CARE
Color Recharge (Cool)

SYSTEM PROFESSIONAL CARE
Color Save

WELLA PROFESSIONALS STYLE
Flowing Form

SYSTEM PROFESSIONAL STYLE
Exquisite Gloss



COLOR



STEP 1

Starting at the front temple, take slices and place them in foils. Work back and upwards towards the crown.



STEP 2

Alternate colors A, B, C & D. When you reach about the halfway point, move to the opposite side.



STEP 3

Start on the opposite side and repeat the same method.



STEP 4

Move to below the crown and apply Blondor to create flashes of light through the back.

CUT



STEP 5

For the cut, start at the back section and create a long layered guideline.



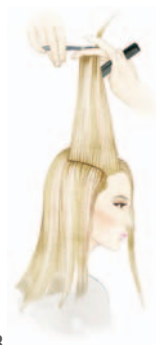
STEP 6

Bring the rest of the hair from the back section to the guideline and cut a long layered shape.



STEP 7

Take a small section from the back as a guideline and cut a channel through the front section.



STEP 8

Lift the rest of the hair up to that same guideline to create a layered effect at the front.



STEP 9

For the fringe, start with a fine section at the desired width and establish the fringe length.



STEP 10

Dry the hair and then cross-check the layers. Point-cut any weight lines through the layers.

STYLING



STEP 11

Apply your chosen finishing product to the hair by running your hands through from roots to ends.

DEPRESSION CHIC

ECHO

WELLA TRENDVISION 2013


WELLA
PROFESSIONALS

COLOR | CUT | STYLING

SHARAN

BEFORE



COLOR

- A - Base color - Color Touch 4/77 + 5/4 & 1.9%
- B - Koleston Perfect 8/41 & 9%
- C - Koleston Perfect 7/17, 6/75 + 0/65 & 9%
- D - Koleston Perfect 7/17 + 7/34 & 9%
- E - Koleston Perfect 10/0 + 0/11 & 6%

WELLA PROFESSIONALS CARE
Brilliance

SYSTEM PROFESSIONAL CARE
Color Save

WELLA PROFESSIONALS STYLE
Bold Move

SYSTEM PROFESSIONAL STYLE
Refined Texture



COLOR



STEP 1

Using Blondor, lighten 1 slice in front of the ear on both sides.



STEP 2

Using colors B, C & D, start at the temple and take slices and place them in foils. Work back and upwards towards the crown.



STEP 3

Smudge colors together in the foils, starting with deeper colors at the roots and lighter/brighter ones at the ends.



STEP 4

Once all the foils are in place, apply color A to the rest of the hair. At the end, apply Color E over the lightened slices in front of each ear.

CUT



STEP 5

For the cut, take an all-around channel section just underneath the curve of the head.



STEP 6

Cut this channel to form the guide for the length of the hair below it.



STEP 7

Use the guide to establish the length of the layers around the sides and back of the head.



STEP 8

Continue the layering down into the nape of the neck at the back, and shape the hair around the ears at the sides.



STEP 9

On the top section, lift the hair in channels from the back to the front and cut, disconnecting from the layers already cut.



STEP 10

Freehand-cut the side section to create the start of the fringe.

STYLING



STEP 11

Using a Denman brush, wrap-dry the hair with your chosen styling product to smooth out the texture.



STEP 12

Continue wrap-drying until all the hair is dry and then manipulate into shape with your fingers and some finishing product.

GOLDEN OPULENCE

ALLEGRA

WELLA TRENDVISION 2013


WELLA
PROFESSIONALS

COLOR | CUT | STYLING

MARIANA

BEFORE



COLOR

- A - ILLUMINA COLOR 10/36 + 9/60 & 9%
- B - ILLUMINA COLOR 9/7 + 7/43 & 9% 10:1
- C - ILLUMINA COLOR 7/81 + 7/3 & 9% 1:2

WELLA PROFESSIONALS CARE
Color Recharge (Warm)

SYSTEM PROFESSIONAL CARE
Color Save

WELLA PROFESSIONALS STYLE
Glamour Recharge

SYSTEM PROFESSIONAL STYLE
Polished Waves & Weightless Finish



COLOR



STEP 1

Starting at the temple area, take diagonal slices and place them in foils. Follow the same method using a herringbone technique.



STEP 2

Alternating colors A, B & C, continue on the opposite side until you reach the halfway point.



STEP 3

Starting at the top of the ear, take diagonal slices and work up to meet the foils at the temple area.



STEP 4

Repeat on the opposite side of the head.

CUT



STEP 5

For the cut, start with a teardrop-shaped section at the crown area to form the guide for the length of the layers.



STEP 6

Cut the back section by curving your scissors around the edge of the section so it has a beveled edge.



STEP 7

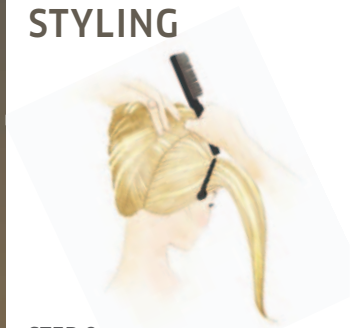
For the sides, take the whole section and pull it towards the face; twist the ends and slice through, letting the twist unwrap as you slice.



STEP 8

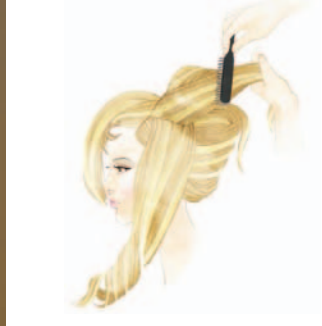
Repeat on the opposite side and then check the overall outline of the hair.

STYLING



STEP 9

Start to sweep the hair from the back into the roll, starting from the nape area and building from there.



STEP 10

Bring the front section over the top and use it to feed into the roll to give it shape and support.



STEP 11

You should now have all of the hair apart from the fringe in place.



STEP 12

Bring the fringe section around to the back to create a soft draped effect and finish the shape.

GOLDEN OPULENCE

ALLEGRA

WELLA TRENDVISION 2013

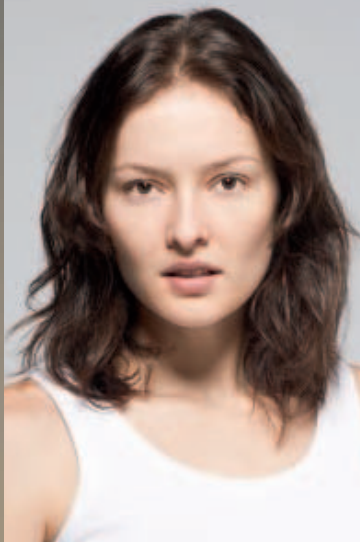



WELLA
PROFESSIONALS

COLOR | CUT | STYLING

SOLANGE

BEFORE



COLOR

A - ILLUMINA COLOR 10/36 & 12%
B - ILLUMINA COLOR 9/60 & 9%
C - ILLUMINA COLOR 8/1 + 9/43 & 9%

WELLA PROFESSIONALS CARE
Brilliance

SYSTEM PROFESSIONAL CARE
Color Save

WELLA PROFESSIONALS STYLE
Glamour Recharge

SYSTEM PROFESSIONAL STYLE
Polished Waves &
Weightless Finish



COLOR



STEP 1

Take a triangle section, wider towards the crown, on top of the head. Starting on one side, take a weave and place it in foil.



STEP 2

After 2 or 3 foils, switch to the other side so the foils can overlap.



STEP 3

Gradually build up the foils until all of the hair is colored with alternate sections of colors A, B & C.



STEP 4

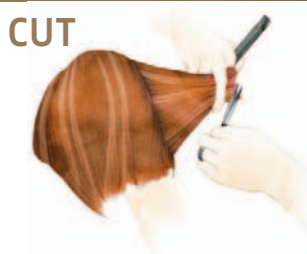
Once the triangle section is full, start from in front of the ear and work up to the temple area with the same method.



STEP 5

On the other side, leave out the second section of foils and apply color C to the remaining hair, creating an asymmetric color.

CUT



STEP 6

For the cut, start in the occipital area with a vertical channel of hair held out from the head and point-cut to create a textured guideline.



STEP 7

Follow the guideline on either side to the back of the ear, using the same point-cut method.



STEP 8

Once all of the back section is complete, use a small channel as a guideline for the top section and create a square layer.

STYLING



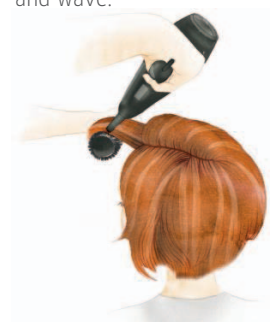
STEP 9

Blend in any corners and weight lines afterwards by point-cutting around the curve of the head.



STEP 10

Blow-dry the hair using a large round brush to create volume and wave.



STEP 11

Continue drying the front area, maintaining the same movement created at the back.



STEP 12

Once dry, set with large Velcro rollers to support the movement.

GOLDEN OPULENCE

ALLEGRA

WELLA TRENDVISION 2013


WELLA
PROFESSIONALS

COLOR | CUT | STYLING

JUSTYNA

BEFORE



COLOR

- A - Koleston Perfect 5/0 + 6/0 & 6% (Roots)
- B - ILLUMINA COLOR 10/36 & 12%
- C - Koleston Perfect 7/43, 8/1 + 0/33 & 6%
- D - Koleston Perfect 8/38, 10/0, 0/65 + 0/11 & 9%

WELLA PROFESSIONALS CARE
Brilliance

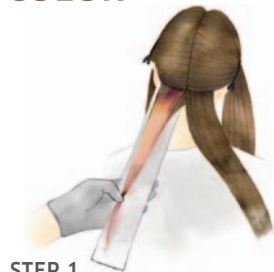
SYSTEM PROFESSIONAL CARE
Color Save

WELLA PROFESSIONALS STYLE
Glamour Recharge

SYSTEM PROFESSIONAL STYLE
Polished Waves &
Weightless Finish



COLOR



STEP 1

Starting at the nape, take a section on either side of the natural parting. Blend color A & B from roots to points.



STEP 2

Repeat on the opposite side with the same colors.



STEP 3

Continue the method, working up the head and blending color A into B, then C into D from roots to points.



STEP 4

As you get higher up the head, change the angle of the sections to mirror the curve of the head.



STEP 5

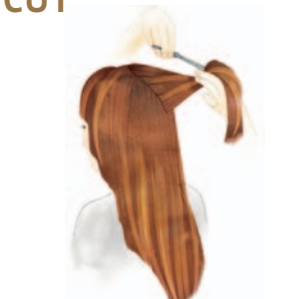
Around the front area, the sections should get finer so the blend is even more subtle next to the face.



STEP 6

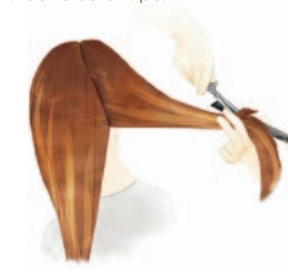
Finish on the top of the head with the final section.

CUT



STEP 7

For the cut, take a teardrop-shaped section over the crown area and cut the hair by curving your scissors to create a beveled shape.



STEP 8

Continue this method all around the back of the head until you reach the sides.



STEP 9

Repeat for the front sections and then freehand-cut the outline to create a soft curve around the jaw line.

STYLING



STEP 10

Blow-dry the hair and then set on large Velcro rollers to create strong waves.



STEP 11

Continue setting with rollers until all of the hair is in place.



STEP 12

Gently unwind and then smooth the hair through with a soft-bristled brush and some light serum.

COLOR | CUT | STYLING

JUSTYNA

BEFORE



COLOR

All colors mixed with Color.id in a 10:10:1 ratio.

- A – Koleston Perfect 5/0 + 6/0 & 6% (Roots)
- B – ILLUMINA COLOR 10/36 & 12%
- C – Koleston Perfect 7/43, 8/1 + 0/33 & 6%
- D – Koleston Perfect 8/38, 10/0, 0/65 + 0/11 & 9%

WELLA PROFESSIONALS CARE
Brilliance

SYSTEM PROFESSIONAL CARE
Color Save

WELLA PROFESSIONALS STYLE
Glamour Recharge

SYSTEM PROFESSIONAL STYLE
Polished Waves &
Weightless Finish



COLOR



STEP 1

Starting at the nape, take a section on either side of the natural parting. Blend color A & B from roots to points.



STEP 2

Repeat on the opposite side with the same colors.



STEP 3

Continue the method, working up the head and blending color A into B, then C into D from roots to points.



STEP 4

As you get higher up the head, change the angle of the sections to mirror the curve of the head.



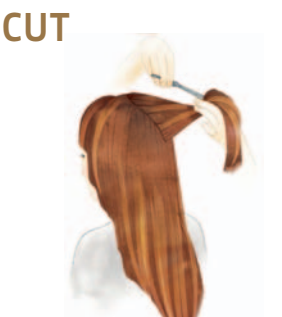
STEP 5

Around the front area, the sections should get finer so the blend is even more subtle next to the face.



STEP 6

Finish on the top of the head with the final section.



STEP 7

For the cut, take a teardrop-shaped section over the crown area and cut the hair by curving your scissors to create a beveled shape.



STEP 8

Continue this method all around the back of the head until you reach the sides.



STEP 9

Repeat for the front sections and then freehand-cut the outline to create a soft curve around the jaw line.

STYLING



STEP 10

Blow-dry the hair and then set on large Velcro rollers to create strong waves.



STEP 11

Continue setting with rollers until all of the hair is in place.



STEP 12

Gently unwind and then smooth the hair through with a soft-bristled brush and some light serum.